

THE RISE OF THE *LARK*



YOUR OPPORTUNITY WITH STUDEBAKER...
A STORY WITH SOUND

HOW TO SEE AND HEAR "THE RISE OF THE LARK"

1. Put the record on your phonograph, using your 45 rpm spindle. Set the player and needle for 45 rpm.
2. Place the booklet before you, opened, as it is now.
3. Start record and follow announcer's instructions.



If your phonograph doesn't have the large spindle for 45 rpm records, insert this plastic adapter into your record. It will then play on your phonograph's standard spindle.

STUDEBAKER

Presents



THE RISE OF THE ***LARK***



A STORY OF OPPORTUNITY
FOR STUDEBAKER DEALERS
AND DEALER SALESMEN

STUDEBAKER
1925

Mr. S. A. Skillman, Vice-President and
General Sales Manager of Studebaker,
introduces you to the story of "The Rise
of the Lark."

THE RISE OF THE LARK
A STORY OF THE LARK
FOR THE LARK
1925

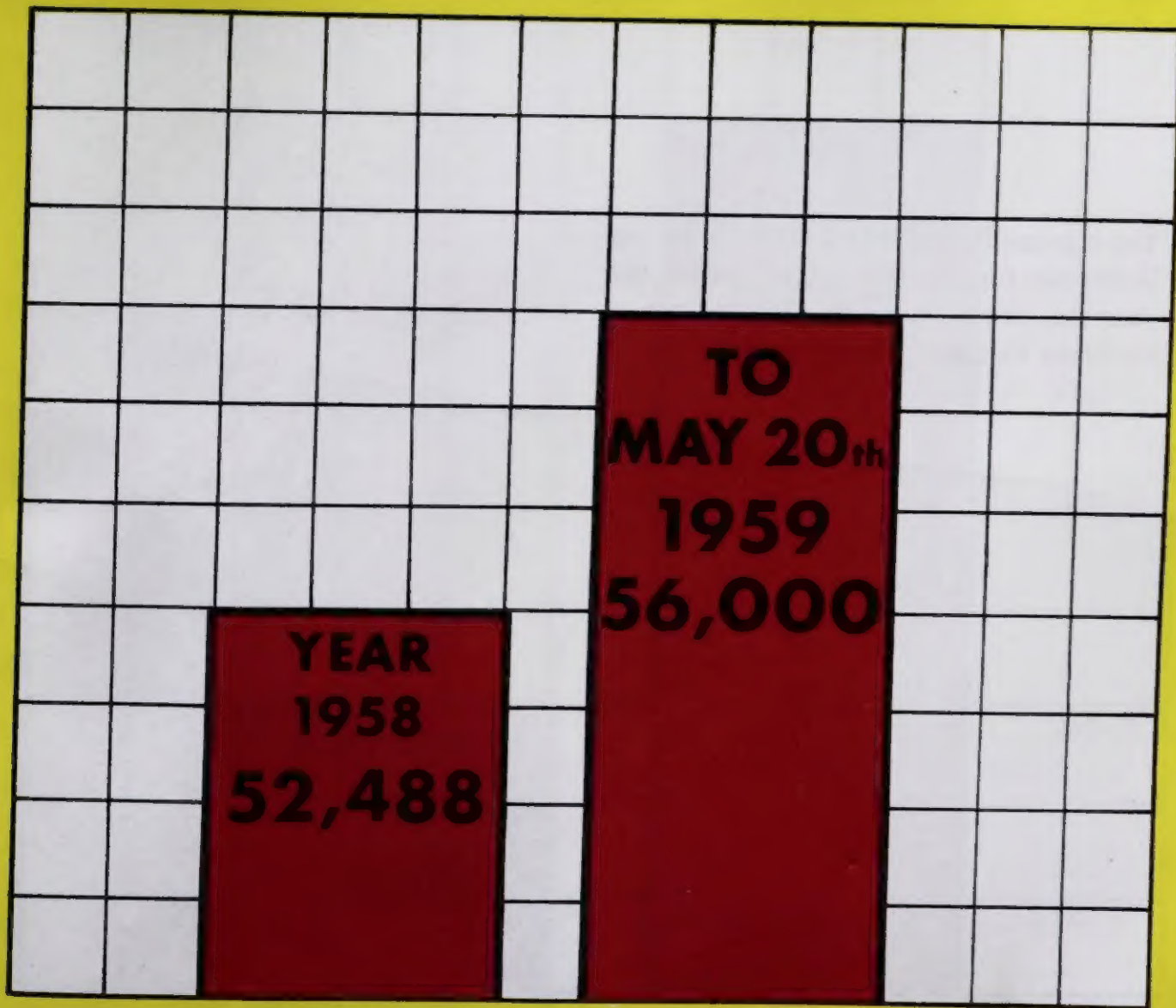


MR. S. A. SKILLMAN

I don't have to tell YOU that the Lark is flying high. You helped MAKE the sales that contributed to this accomplishment. More Studebaker cars were delivered at retail in the first five months of '59 than we delivered in all of 1958.

That's right . . . in the entire calendar year of 1958, Studebaker retail deliveries totaled 52,488 cars. And, by May 20 of this year, retail deliveries had passed the 56,000 mark.

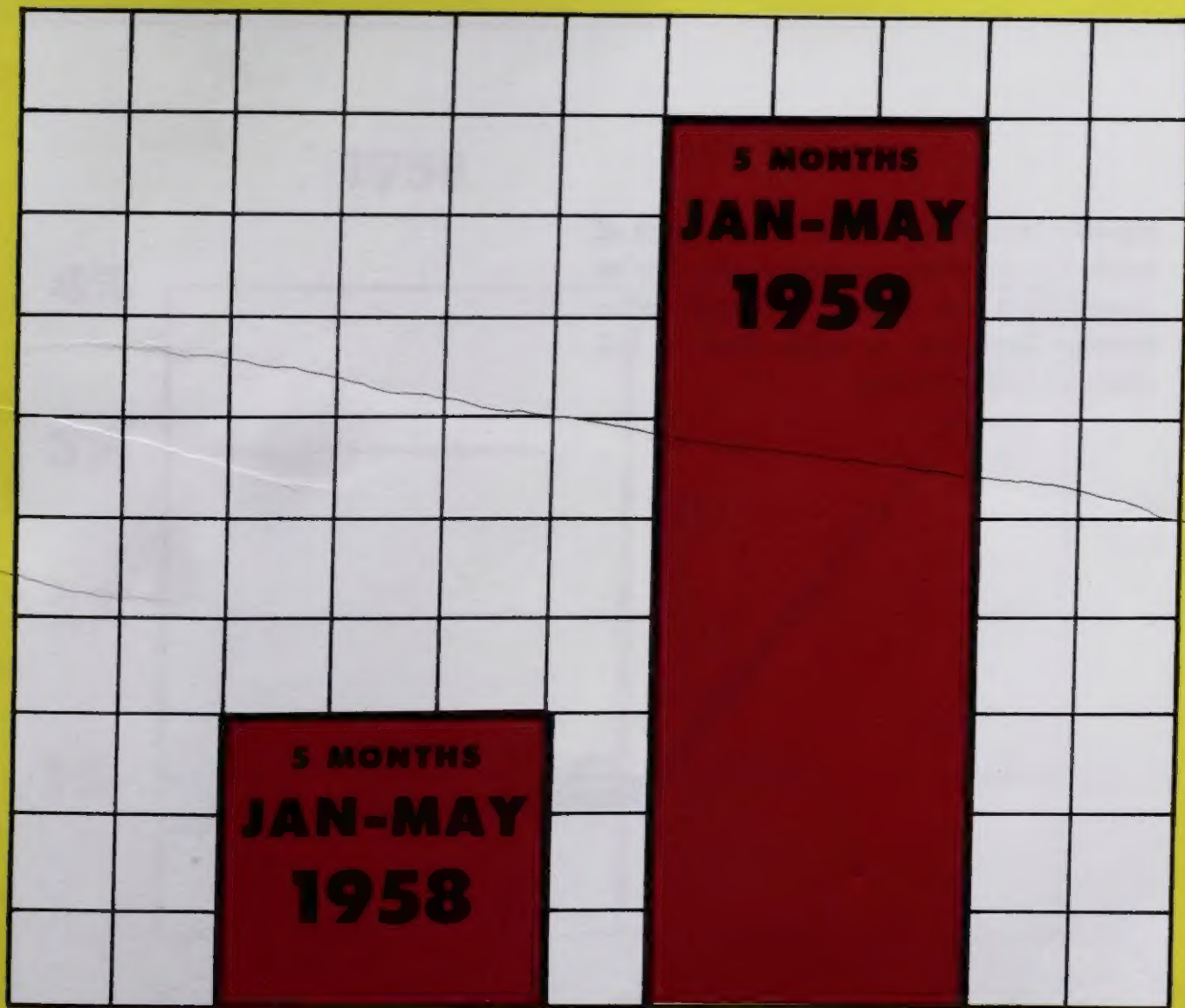
(By May 31, 1959, incidentally, retail deliveries were over 60,000!)



THE LARK IS FLYING HIGH

H

You can see for yourself how sales are up. Deliveries for the five-month period this year are more than three times those of last year during the same period.

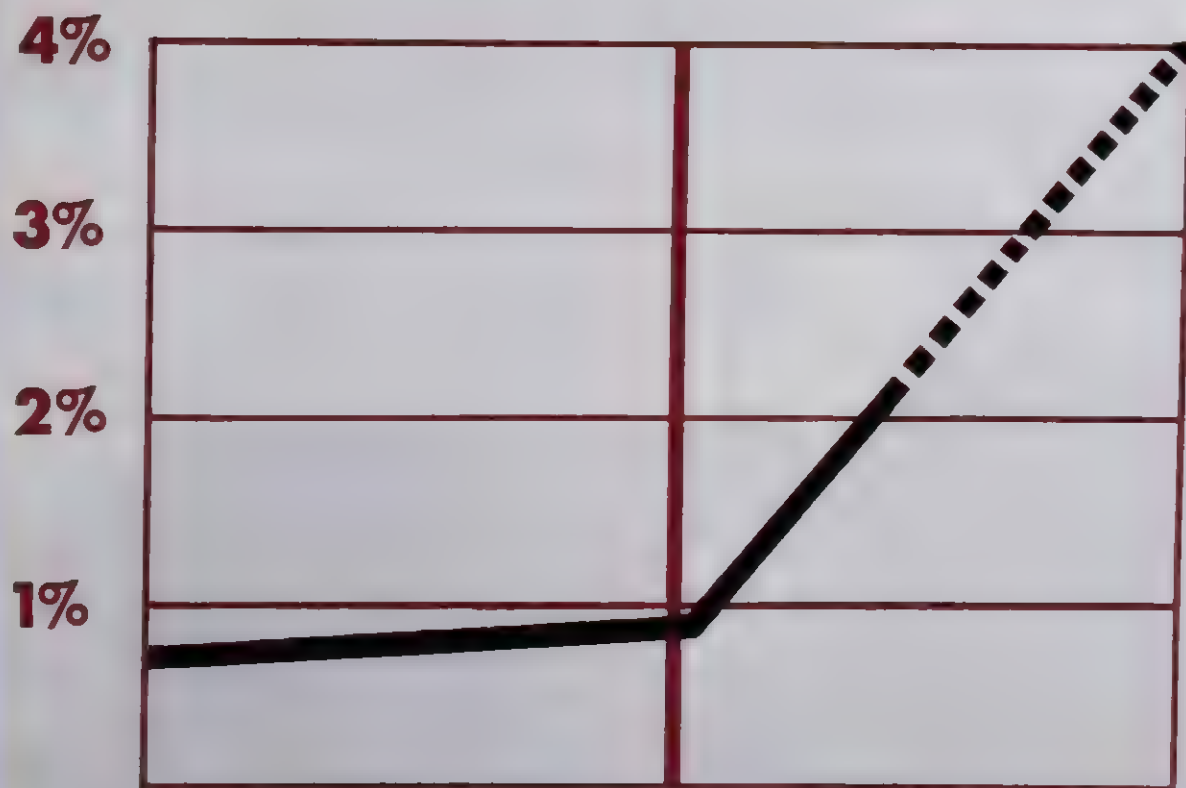


LARK SALES UP 3 TIMES MORE

Equally important, Studebaker's share of market is growing spectacularly. We've moved from less than 1% of total registrations last year to more than a 2% share of market today.

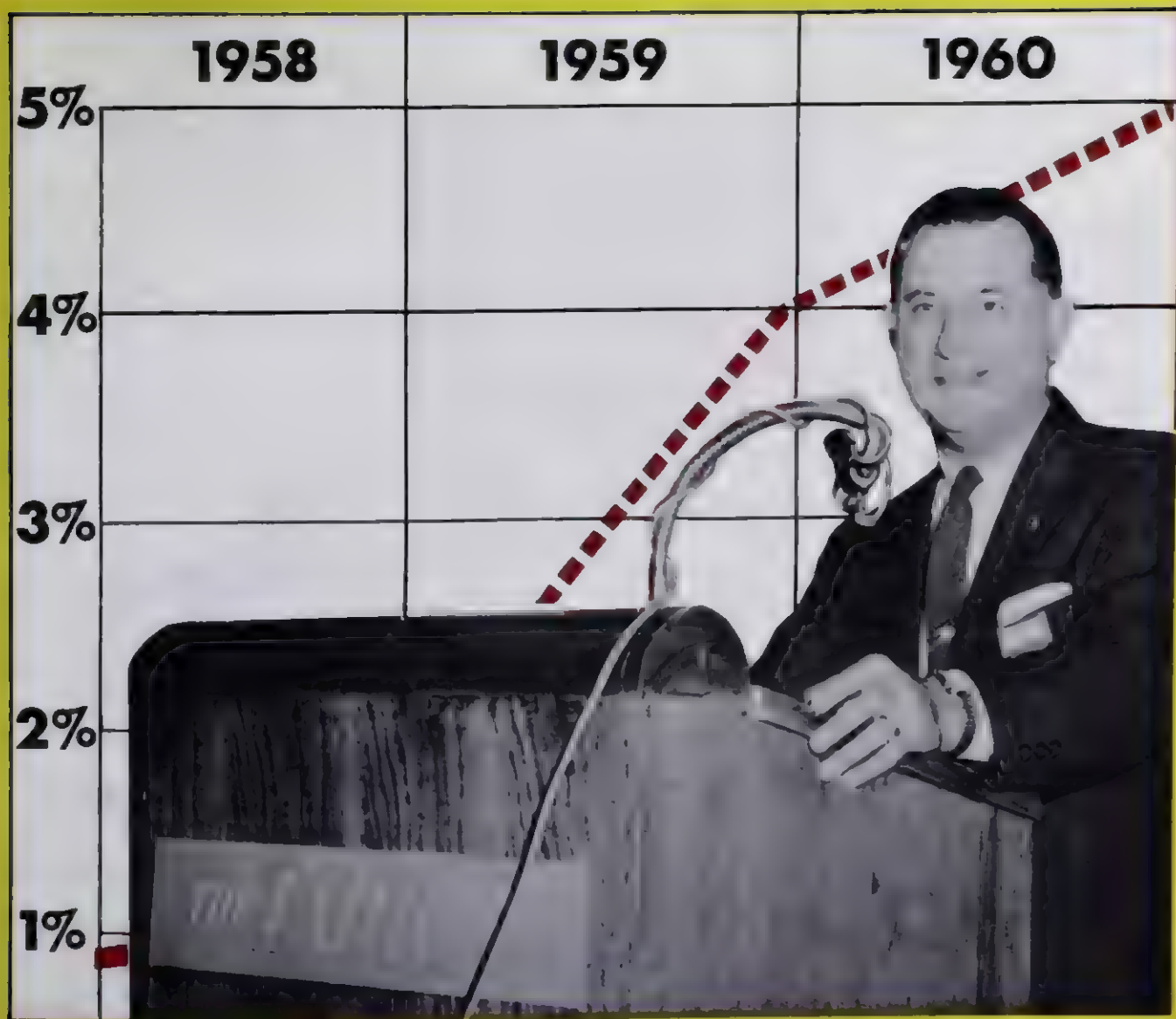
1958

1959



LARK MARKET GROWING SPECTACULARLY

We are confident that we will achieve an even larger share of market by the end of this year—a market penetration which will give us a firm foothold for future growth.



FIRM Foothold FOR FUTURE GROWTH

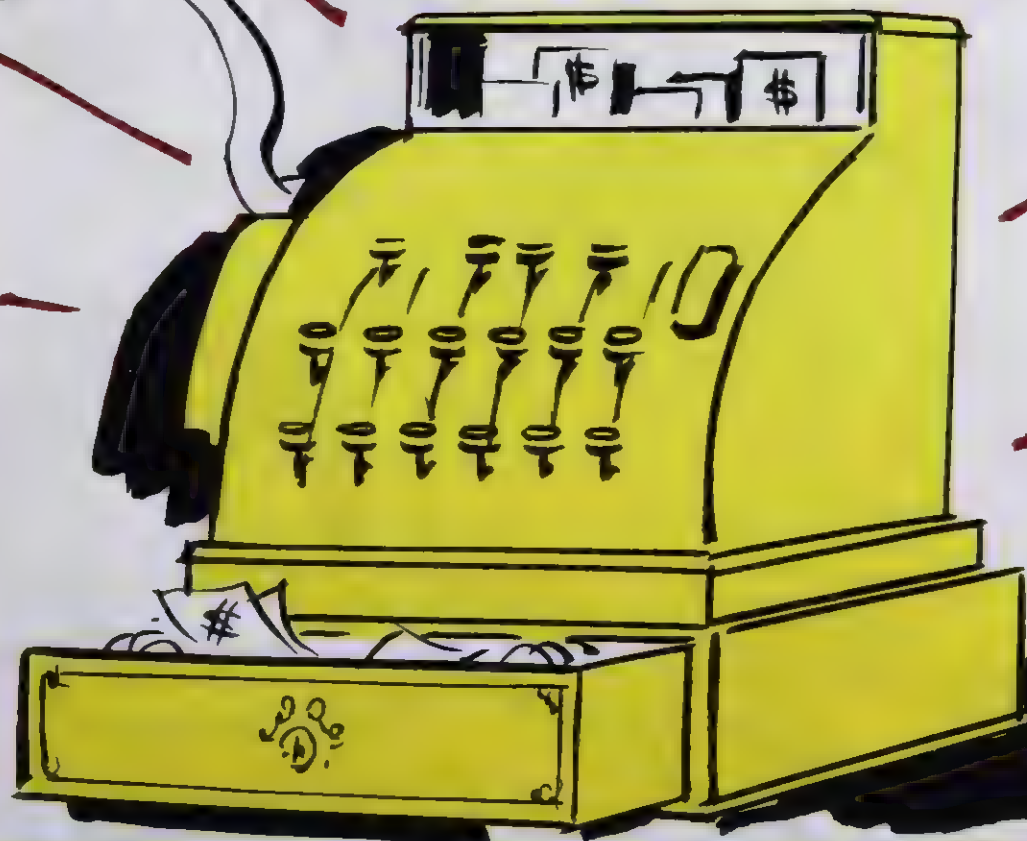
Our market analysts are convinced that the Lark-size car—the smaller, convenience-size American car—will reach a 10% share of market this year. And another important percentage of total auto registrations are small foreign cars whose owners are, or will be, prospects for the smaller American car.



A 10% SHARE OF THE MARKET

The key question is, "What does this mean to you and your dealership?" Personally, I'm convinced that whether you are a Studebaker dealer or a Studebaker salesman, these summer months ahead offer you unlimited opportunity—opportunity to increase your sales, your profits, and your net incomes.

SALES PROFITS INCOME



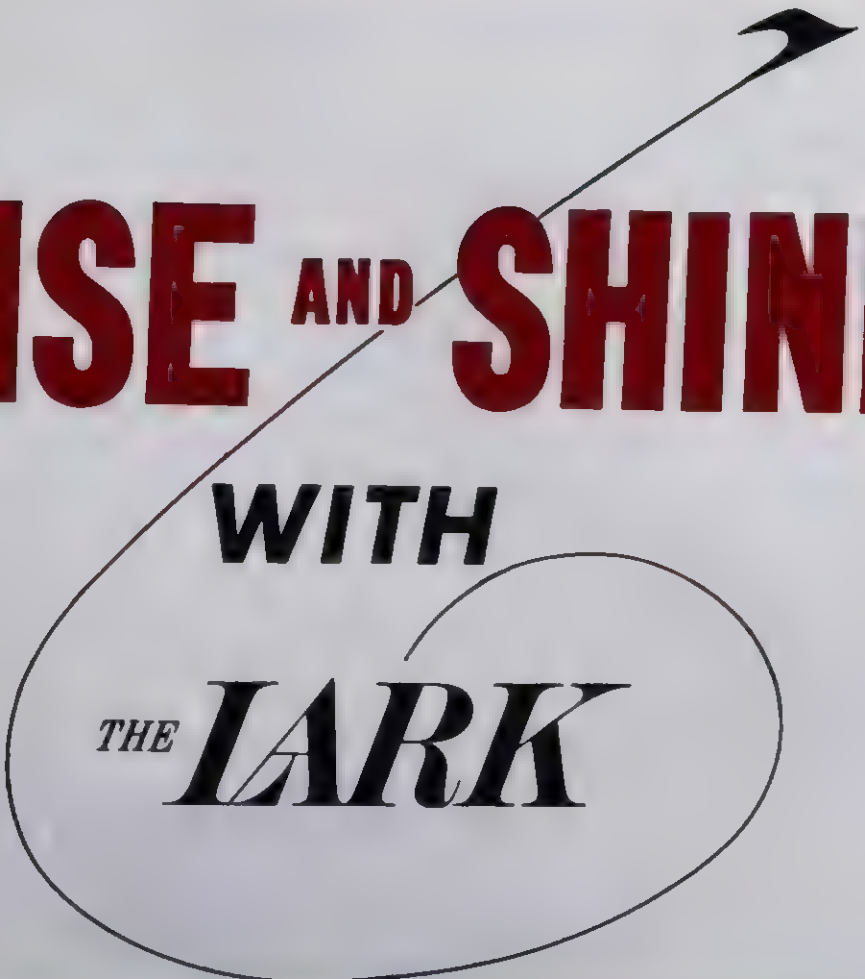
WHAT DOES IT MEAN TO YOU?

If you've been dreaming about having a swimming pool, this is the year to make that dream come true. If your wife's been dreaming about mink, this is the year you can earn it for her. If you've been hoping to travel abroad, this is the year you can make that wish come true. If you've been worried about the cost of college for your youngsters, this is the year you can start their educational nest egg.



MAKE YOUR DREAMS COME TRUE

That's right. This is the year of the Lark—the time to acquire the luxuries you've always wanted, to lay the foundation for future progress. This is the year to Rise and Shine with the Lark, to increase your sales, profit, and income. Now, we'd like to tell you a little about what Studebaker dealers and dealer salesmen are doing—and how they are doing it.



RISE AND SHINE

WITH

THE LARK

THIS IS THE YEAR OF THE LARK

This is Jim Adams at Studebaker headquarters in South Bend. We've asked a cross-section of aggressive Lark Dealers from coast to coast to phone us with the key information on their 10-day reports.



WE'RE GETTING KEY INFORMATION

While we're waiting for the first call, let's look at the board showing Lark's increased share of market for the first three months of this year, compared with the same period last year.



LOOK AT LARK'S INCREASED SHARE

Just look at these figures—Arizona, California, Georgia, Ohio, and Oregon—all of them up more than 300%! And look at District of Columbia—up 411%, South Carolina—up 467%, and Utah—up 550%. And look at the national over-all performance for the first three months of '59. Studebaker's share of the market has increased 275%!

LARK'S SHARE OF THE MARKET

	First 3 months 1958	First 3 months 1959	
ARIZONA	0.67%	2.52%	up 376%
CALIFORNIA	0.61%	2.26%	up 370%
DISTRICT OF COLUMBIA	0.64%	2.63%	up 411%
GEORGIA	0.48%	1.75%	up 323%
ILLINOIS	1.02%	2.75%	up 270%
INDIANA	2.19%	5.50%	up 251%
NEW YORK	0.99%	2.51%	up 254%
OHIO	0.81%	2.62%	up 323%
OREGON	1.00%	3.17%	up 317%
PENNSYLVANIA	1.12%	2.87%	up 256%
SOUTH CAROLINA	0.61%	2.85%	up 467%
UTAH	0.32%	1.76%	up 550%
NATIONAL PERFORMANCE			up 275%

JUST LOOK AT THESE FIGURES

(Phone Rings)

Secretary: Mr. Adams office . . . Yes, he is,
just a moment . . . Jim, a report from your
Kentucky Dealer.

Adams: Hello there, what's the good news
in Kentucky?



HERE'S A REPORT FROM KENTUCKY

Kentucky Dealer: Hi there, Jimmy boy,
just wanted to tell you that we've moved
26 Studebakers this month to take better
than 7% share of our market this year.
Pretty good for a li'l ole dealership like
we've got. Man, that Lark is hot! Why, I
was just saying to the boys that this is the
year we're going to . . .



OVER 7% SHARE OF THE MARKET

Secretary: Jim, there's a call from New Mexico.

Adams: Thanks . . . Hi, old buddy! How're 'ya doin'?

New Mexico Dealer: Real good this month, and especially this last 10-day period. We've sold 120 Studebakers since the first of the year. As near as I can figure, we've got about $6\frac{1}{2}\%$ of the market here in our county.

Adams: Good!

New Mexico Dealer: But I'll let you worry about share-of-market. It's the profit I'm interested in. I've got some lean years to make up for, and it looks like this is the year that I can do it . . .



WE'VE GOT ABOUT 6½% OF OUR MARKET

Secretary: It's that downstate Illinois dealer, Jim. He sounds excited.

Adams: Jim Adams speaking.

Illinois Dealer: Hi, Jim. You asked me to call with the tally, and here it is! We've moved 138 Studebakers so far this year—that's through the last 10-day period.

Adams: Nice going! That must have helped boost your share of the market.

Illinois Dealer: You bet! We figure better than 7% for the first quarter, and in April it looks like we went over 10%—and we're still going up! I'm telling you, Jim, the Lark is a pleasure to sell . . .



IN APRIL WE WENT OVER 10%

Secretary: I've checked the other information you gave me, Jim. In every case, there's an improvement.

Adams: That's right. Any way you look at it, Studebaker's really going places this year. Studebaker dealers report steadily increasing sales. Registrations show we have a steadily increasing share of the market.

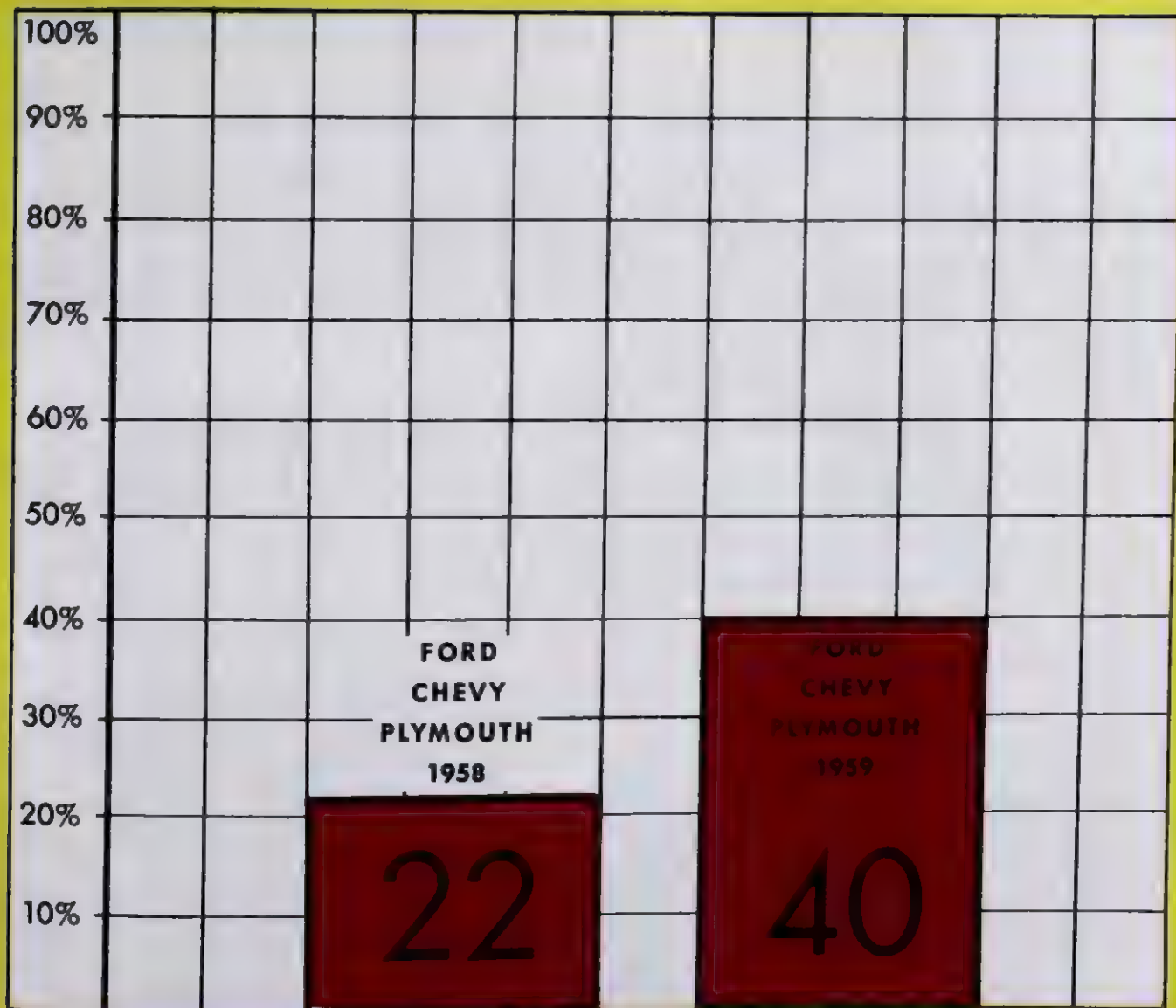
LARK'S SHARE OF THE MARKET

	First 3 months 1959	First 3 months 1958	
ARIZONA	0.67%	3.52%	up 37.0%
CALIFORNIA	0.61%	3.38%	up 37.0%
DISTRICT OF COLUMBIA	0.44%	3.63%	up 41.1%
GEORGIA	0.48%	1.75%	up 33.0%
ILLINOIS	1.02%	2.75%	up 27.0%
INDIANA	3.19%	5.50%	up 35.1%
NEW YORK	0.99%	2.51%	up 33.4%
OHIO	0.81%	2.63%	up 32.3%
OREGON	1.06%	3.12%	up 31.7%
PENNSYLVANIA	1.13%	2.87%	up 35.6%
SOUTH CAROLINA	0.61%	2.85%	up 46.7%
UTAH	0.33%	1.74%	up 53.0%
NATIONAL PERFORMANCE			up 37.3%



REPORTS SHOW STEADILY INCREASING SALES

And here's more evidence. Last year 22 out of every hundred trade-ins taken were Chevy, Ford, or Plymouth. This year, in April, May, and early June, the figure is almost 40 out of every hundred cars. In fact, Studebaker dealers and dealer salesmen report that they sell more cars to Chevy, Ford, and Plymouth owners than to Studebaker owners! This means they not only sell former Studebaker owners, they're also getting a bigger percentage of the "big three" market.



A BIGGER PERCENTAGE OF THE BIG 3 MARKET

Virtually every Studebaker dealer does a good job selling the Lark. But the sales of some, like Ron McAlister, are really setting records. That's why we've asked Ron to tell us how he does it—to give us a sample of the way he presents the Lark to prospects.

TURN THE RECORD, won't you, and listen to Ron McAlister's presentation of the product features of the Lark.

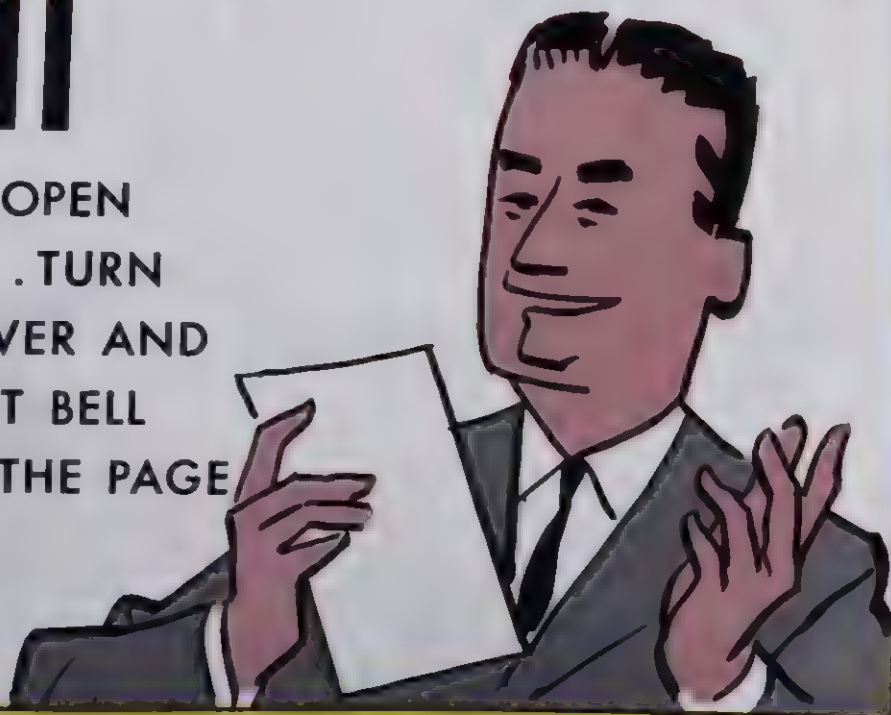
KEEP YOUR BOOKLET OPEN at this same page, until you hear the bell on the other side of the record.

Ron McAlister: I'm Ron McAlister, a Studebaker dealer for 12 years. And I'd like to tell you about the Studebaker Lark—the car that is setting sales records from coast to coast.

RISE of the *LARK*

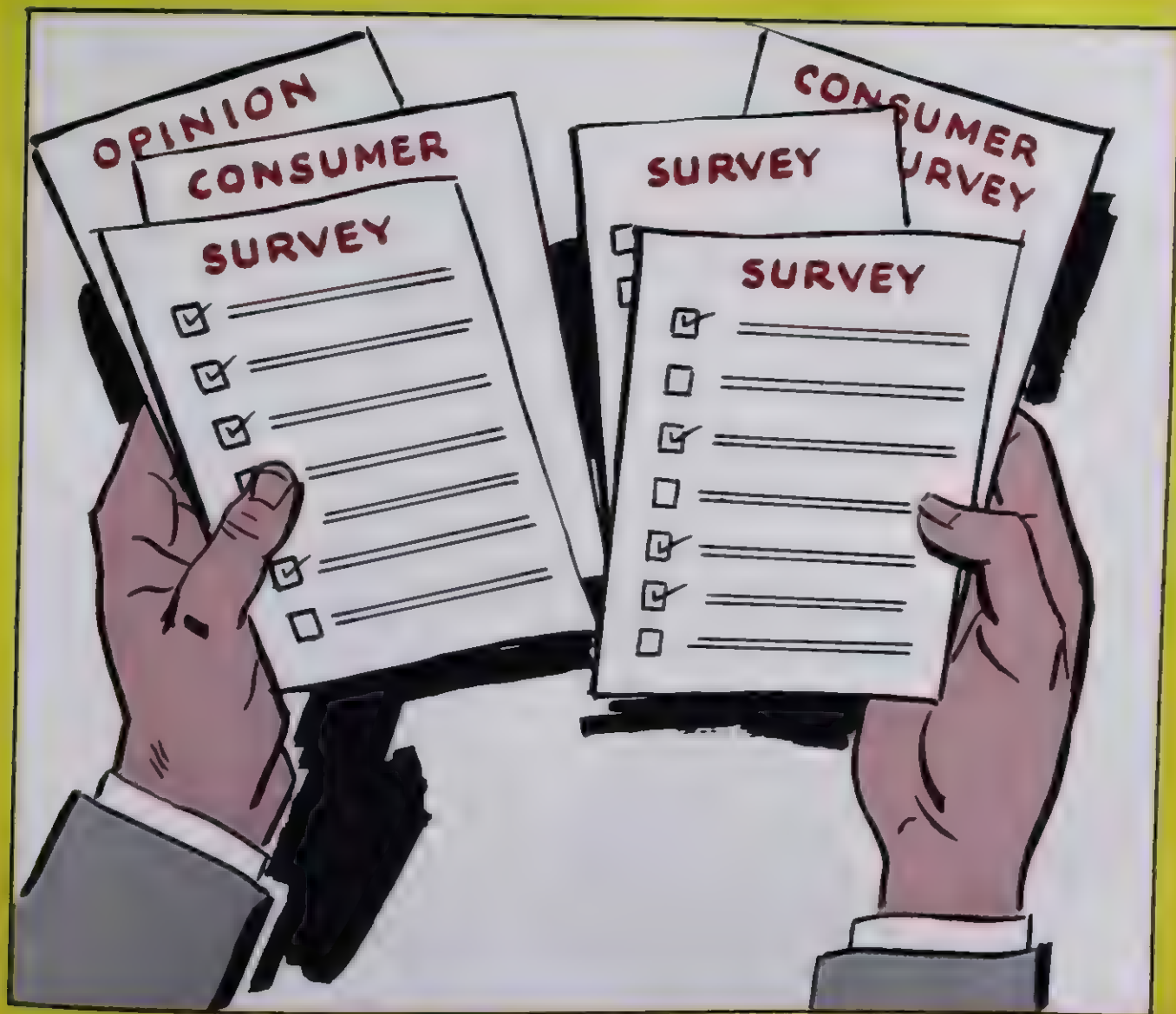
PART II

KEEP BOOKLET OPEN
AT THIS PAGE...TURN
THE RECORD OVER AND
WHEN THE NEXT BELL
SOUNDS TURN THE PAGE



THE CAR THAT'S SETTING SALES RECORDS

For the past several years, survey after survey has indicated that car buyers want a smaller, American-built, convenience-size car that's comfortable, easy to drive, and economical to buy and operate.



THE PUBLIC DEMANDS THE LARK

Studebaker decided to build that car. Its market research people made their own intensive surveys of customer preferences.



STUDEBAKER MAKES OWN SURVEY

Then Studebaker engineers and designers started work building a car to fit the specifications which American car buyers themselves set up.



THE LARK FITS THE BILL

The answer is the Lark. Its full-size passenger compartment seats six people comfortably, with more headroom and legroom than the best sellers in the so-called "low-price three." And the 108-inch wheelbase is just right to assure a completely comfortable ride.



LARK SEATS 6 PEOPLE COMFORTABLY

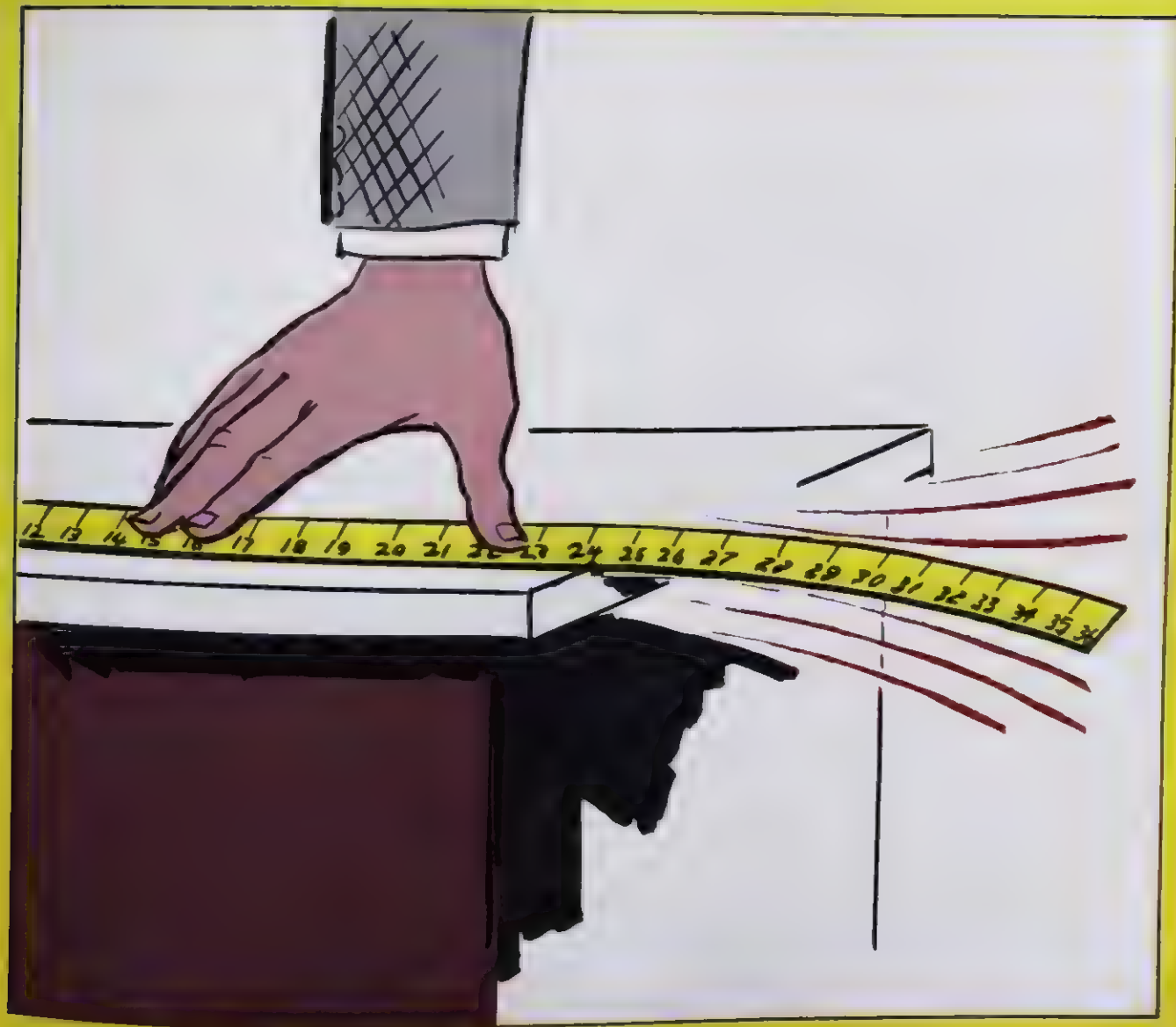
Now, as you can see, the Lark is three feet shorter than the average car. Those three feet make a big difference when you're trying to find a parking space on a crowded street. And the turning diameter of the Lark sedan is only $37\frac{1}{2}$ feet. But the important point is this . . .



3 FEET SHORTER

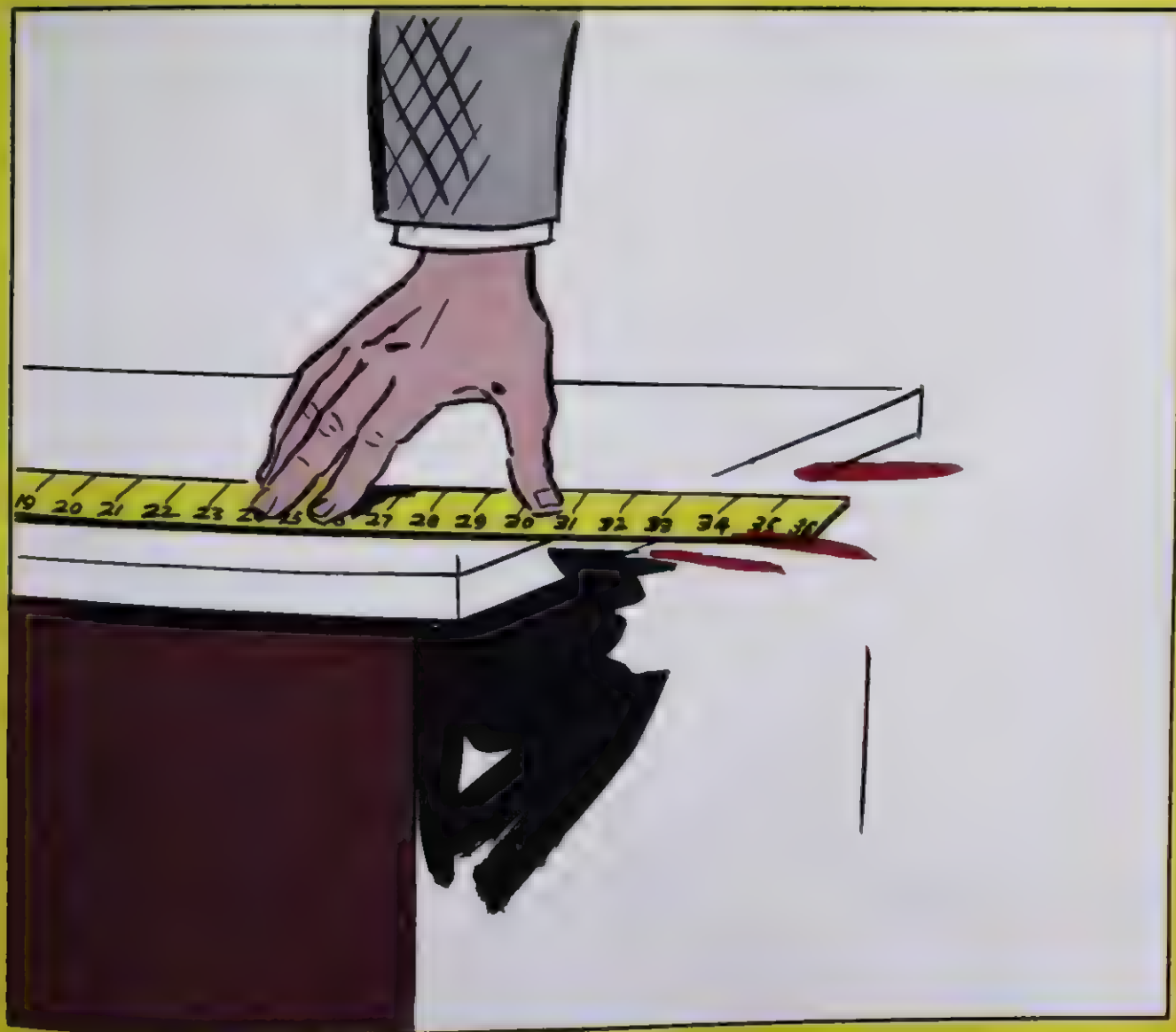
Removing three feet of unnecessary overhang actually improves the riding quality of the Lark! You see, all that extra overhang actually causes vibration. It works something like a ruler that sticks far out beyond the edge of the desk. When I snap the ruler, it twangs and vibrates.

The same thing happens with old-fashioned cars. And that vibration hurts the quality of the ride!



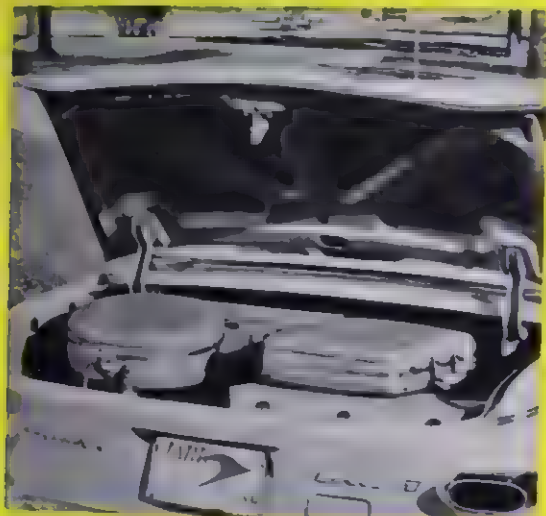
SNAP A RULER

Now, let's take a ruler with a short overhang, like the Lark's. When I put this short ruler on a desk, hold it with one hand and snap it . . . the vibration is quickly absorbed. The same thing is true of the Lark. Best of all, with the Lark's shorter overhang, you can turn up steep driveways without dragging the rear end and scraping the tail pipe.



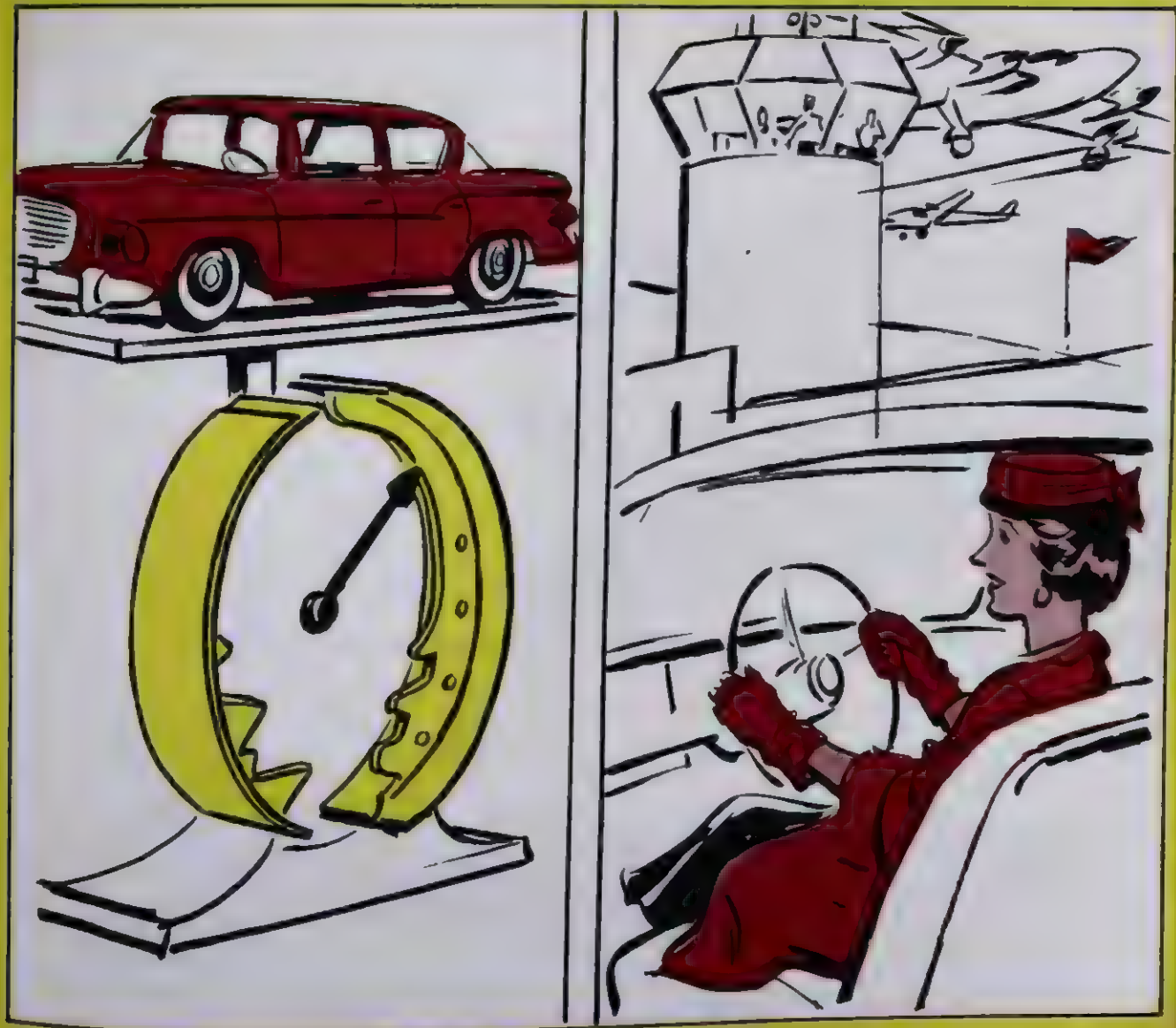
ABSORBS VIBRATION

And talk about roominess! Why just look at the Lark's trunk compartment. When I lift the rear deck . . . you see a sensible trunk compartment, with 100% usable space—no odd shaped nooks and crannies. And when you fill the trunk and close the deck . . . you know your luggage will be safe in any weather. The Lark is designed so that water runs off the rear deck just like it does off a duck's back.



SENSIBLE TRUNK COMPARTMENT

Here's another important point. Getting rid of the overhang—and that excess weight—makes the Lark safer to drive. That's right—the Lark has more square inches of brake lining per pound of weight than any other car. And when you sit behind the wheel, you find you have control-tower vision—through the windshield and through the side and rear windows, too. Lady drivers don't have to lean forward and perch themselves on cushions to see where they're going.



LARK—SAFER TO DRIVE

. . . Now, let me show you something else. The Lark is built by people who take pride in their craftsmanship. Just listen to the solid sound of the Lark door. It sounds solid because it IS solid. You see, the Lark uses a heavier gauge metal—and it has a heavier frame. It also has Studebaker's improved suspension system, which reduces body "roll" on curves.



A TOP-QUALITY PRODUCT

And when you listen to the Lark's V-8 engine, powerful but quiet . . . you know this V-8 engine was specially engineered for today's driving needs. It's available with regular, overdrive, or automatic transmission.



POWERFUL BUT QUIET

The Lark V-8 engine gives improved performance with regular gasoline—20% to 30% improvement in fuel consumption, and a 10% to 14% improvement in performance.

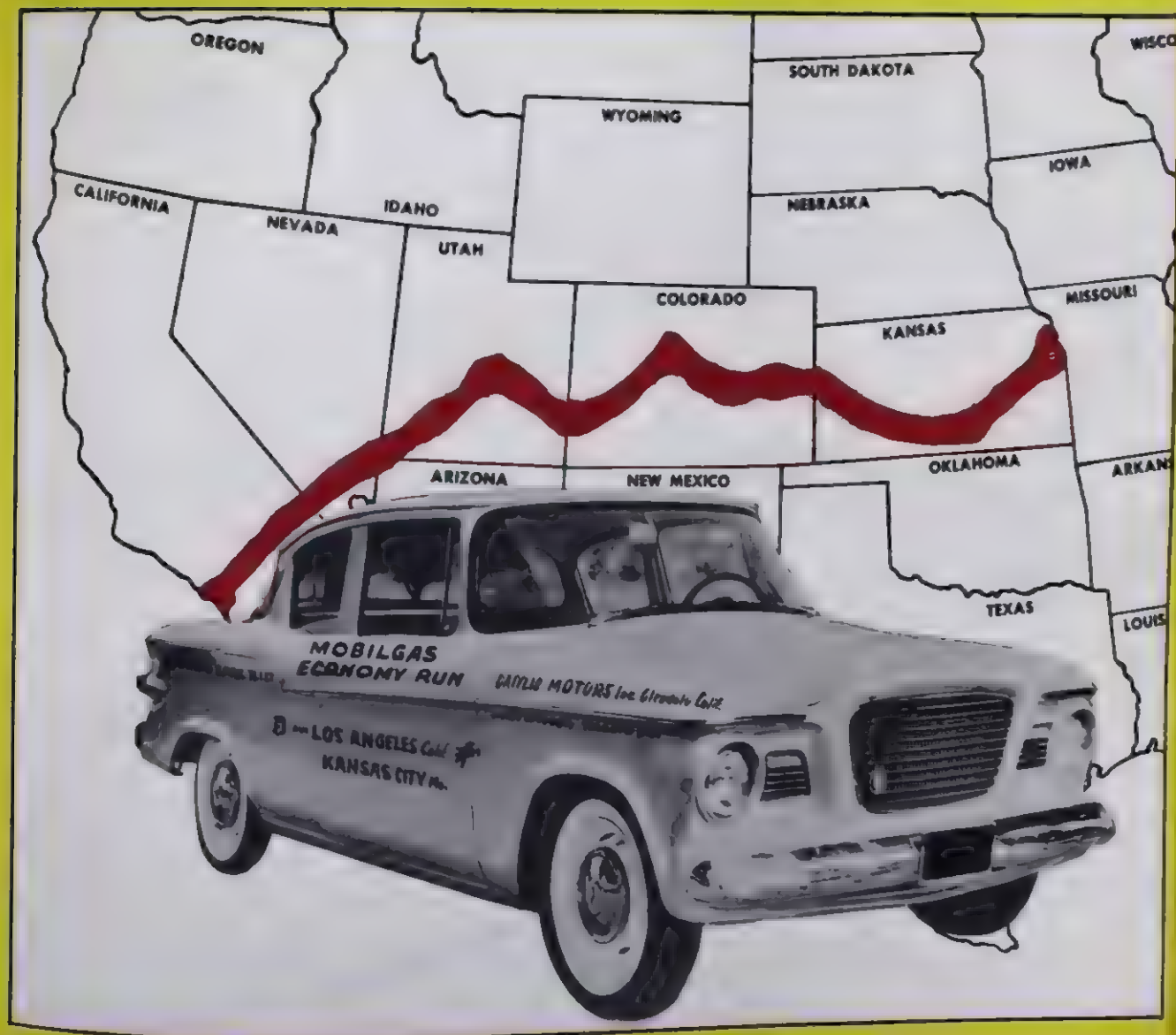
PERCENTAGE OF IMPROVEMENT BY LARK



	FUEL CONSUMPTION	PERFORMANCE	
40%			
30%			
20%			
10%			

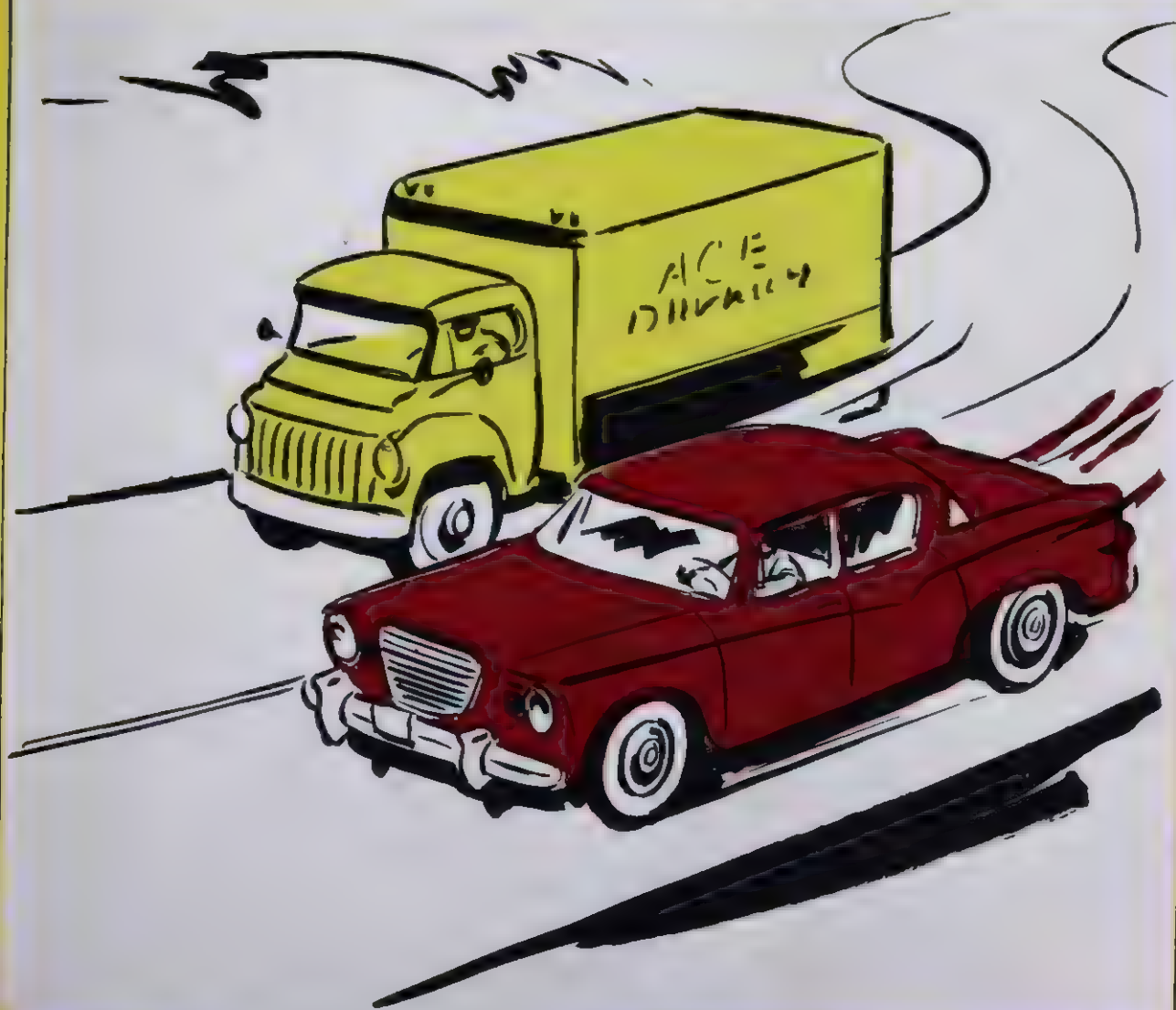
...WITH REGULAR GASOLINE

In fact the Lark V-8 came out on top in the recent Mobilgas Economy Run. Over the entire 1898-mile distance the Lark V-8 averaged 22.28 miles per gallon of gas—more miles per gallon than ANY other V-8 car in ANY class. And you get even better mileage with the Lark 6 cylinder economy engine. Either engine is so quiet you can hear your wrist watch tick over the engine's purr.



LARK V-8 COMES OUT ON TOP

With the Lark, you have quick, easy acceleration—power to get you out of highway trouble situations **FAST**. And as for style . . .



QUICK, EASY ACCELERATION

. . . The Lark has crisp, clean lines, and functional, single headlights and tail lights. And note how the chrome is used to accent the lines . . . it doesn't dominate the appearance of the car.



CLEAN, TRIM LINES

The inside is attractive, too, appeals to the ladies AND the men. The fabrics are colors always in fashion—beige, green, brown, blue. Good taste inside and out is one of the hallmarks of the Lark.



ALWAYS IN FASHION

Best of all, the Lark is the really economical American car. It costs less to buy, and operates on a tight budget. Remember how the Lark V-8 performed in the Mobil-gas Economy Run—more miles per gallon than ANY other V-8 in ANY class?



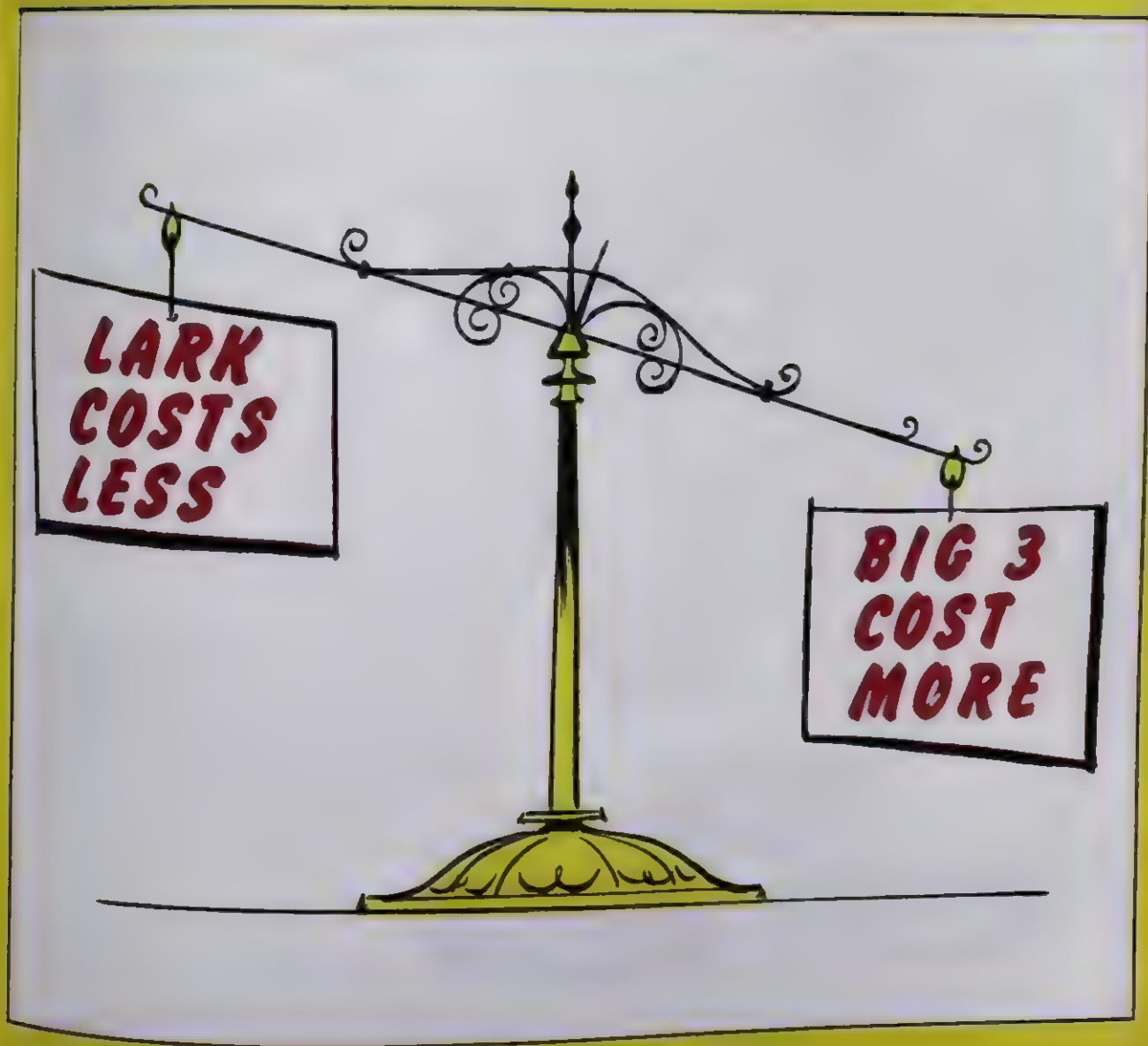
THE REALLY ECONOMICAL CAR

There is less maintenance on the Lark, too
—front and rear bumpers are interchangeable—fenders and grilles bolt on and are
easy to replace at low cost.



LESS MAINTENANCE COST

And insurance rates for the Lark are lower than on the "big three." In fact, the best evidence that the Lark is a really economical car comes from the fleet operators.



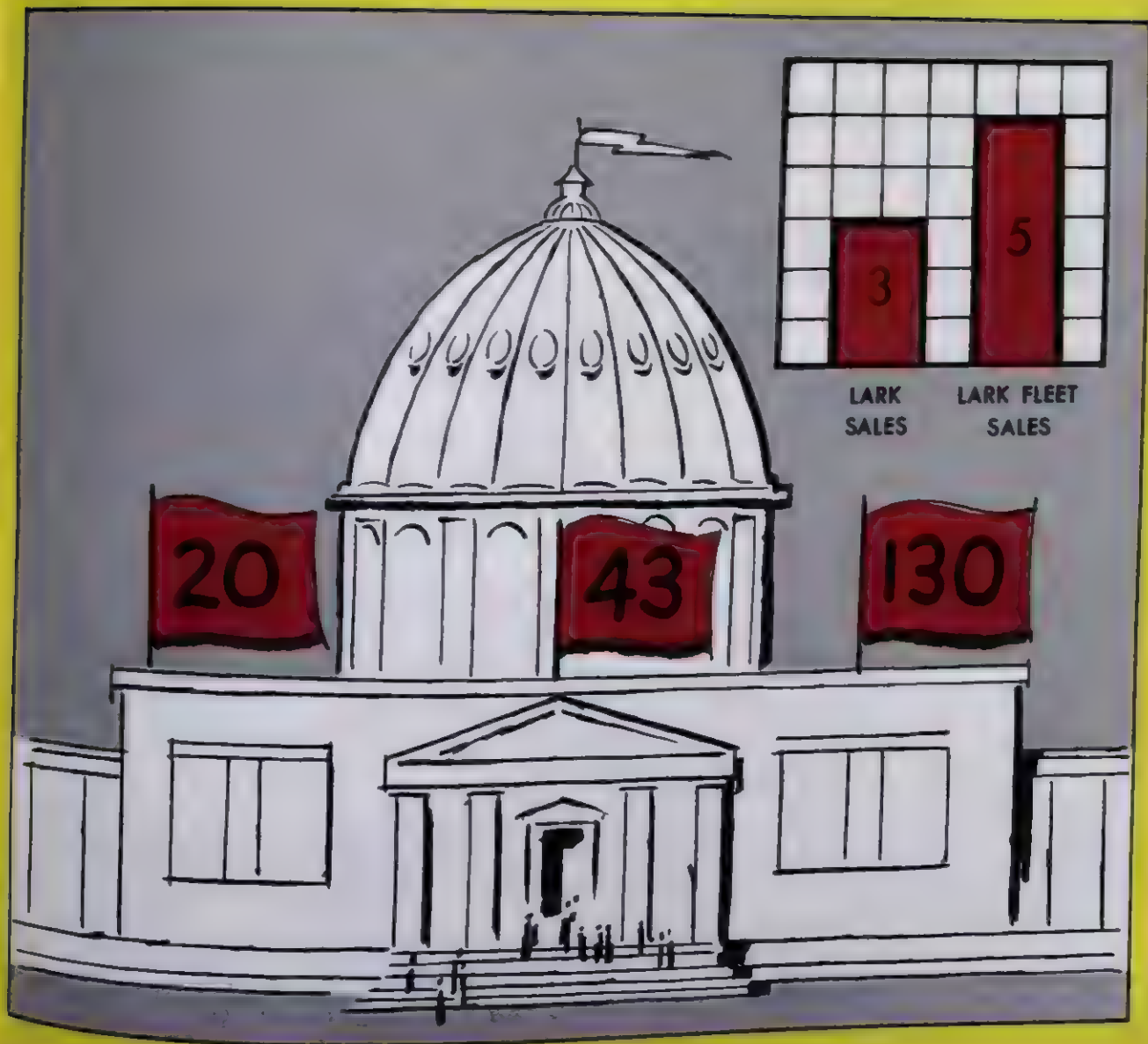
LARK INSURANCE RATES ARE LOWER

That's right. Fleet operators, men who watch their pennies closely, are buying Larks. So far this year, more than 362 fleet owners have purchased Larks!



FLEET OPERATORS WATCH PENNIES

Twenty state governments, 43 county governments, and 130 municipalities have replaced their former cars with Larks. And, while Lark sales generally are three times what they were a few months ago, fleet sales are up more than five times!



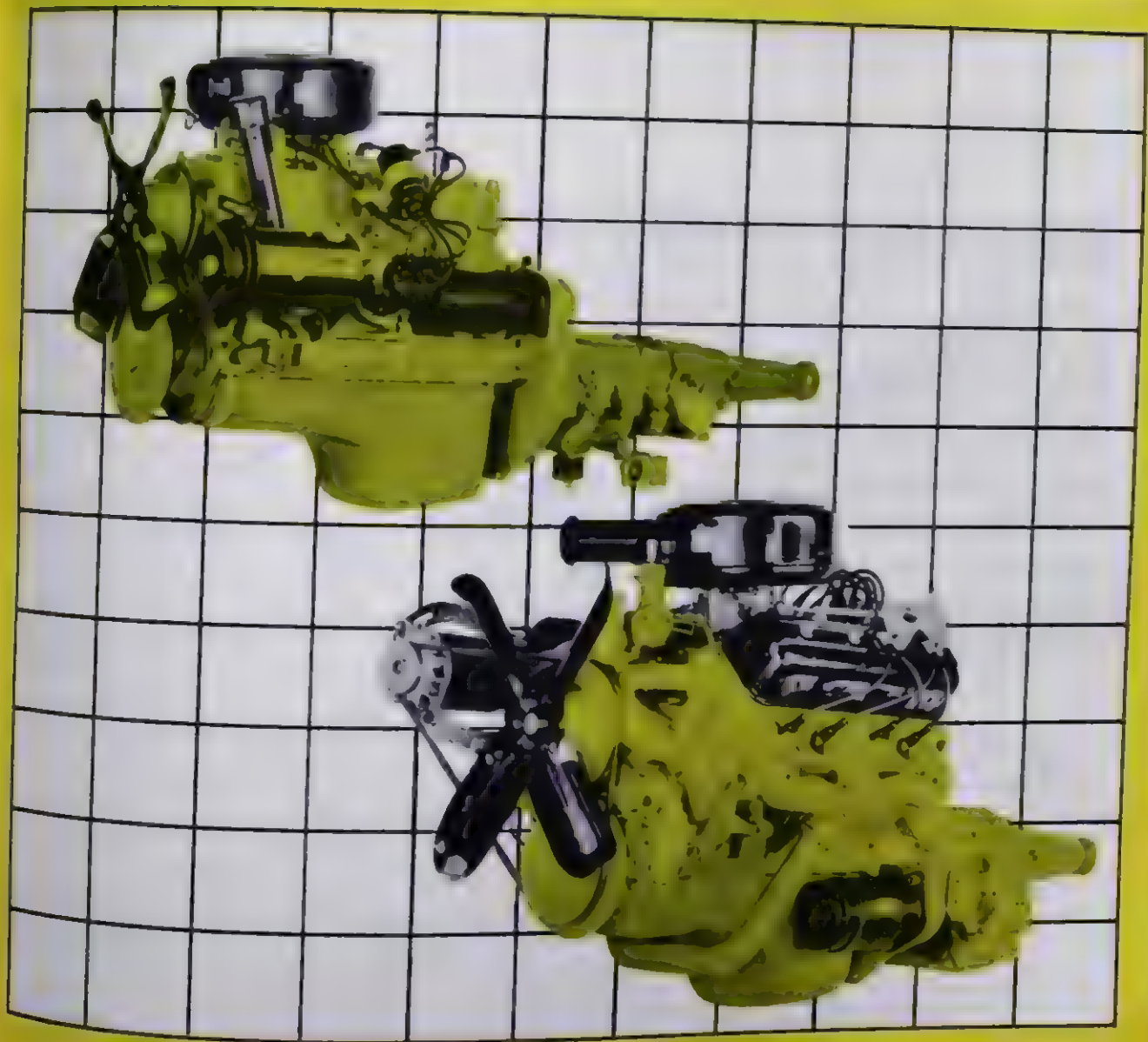
GOVERNMENTS LIKE LARK FLEETS

Yes, Studebaker means economy. See those Studebaker trucks? Well, Studebaker makes the lowest-price half-ton pickup in the industry today. Every model, ranging from the half-ton to the heavy-duty two-ton, is designed for economical operation.



STUDEBAKER TRUCKS MEAN ECONOMY

You can choose one of the two 6-cylinder engines or one of the two 8-cylinder engines with direct or overdrive transmission, and still be sure of savings in operating costs. That's why Studebaker is selling several times as many trucks today as it was just a few short months ago.



CHOOSE FROM 2-SIXES OR 2-V8's

Let me sum it up. The rise of the Lark is probably the most outstanding event in the American automobile industry today. And it's proof that Americans really want the kind of car they SAID they wanted—a convenience-size, smaller car with improved performance and ease of operation—a really economical car that doesn't compromise with traditional Studebaker quality. This year, the car of the year is the Lark, by Studebaker!



IMPROVED PERFORMANCE

EASE OF OPERATION

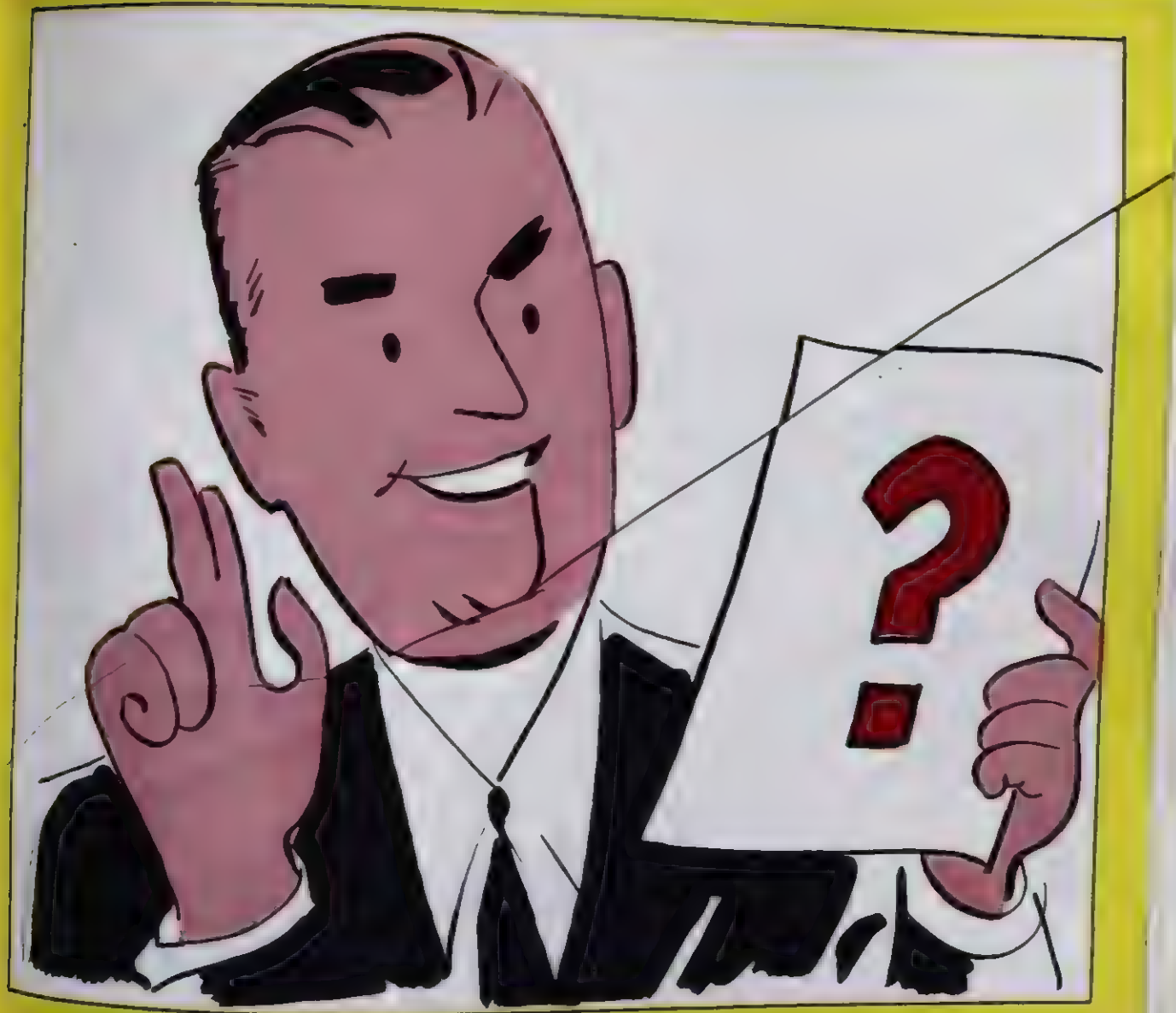
CONVENIENCE SIZE

CRAFTSMANSHIP

ECONOMICAL

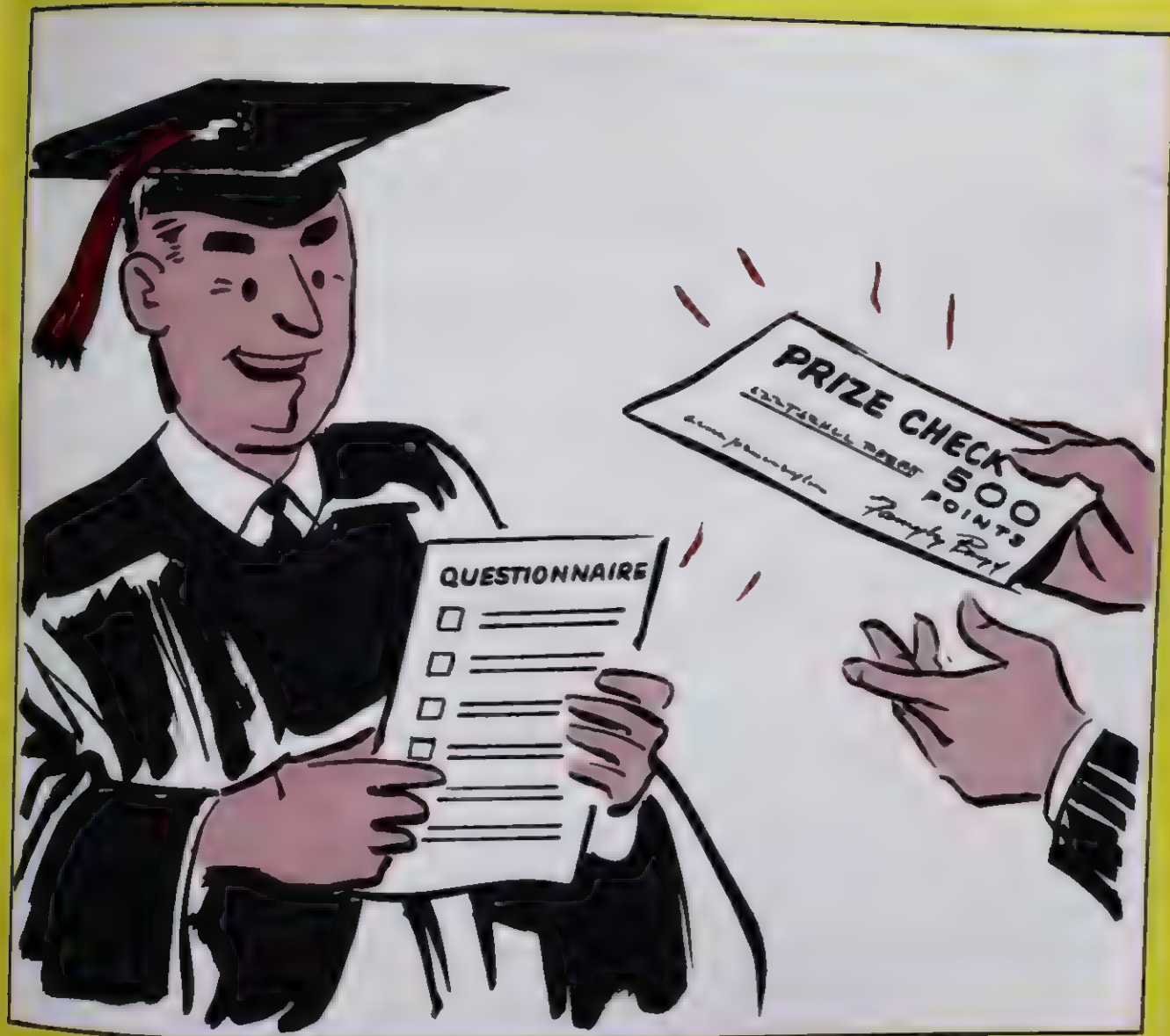
RISE OF THE LARK

Thanks, Ron McAlister. It's easy to see why you're setting sales records. And now, we'd like to invite you Studebaker dealers and dealer salesmen to tell us what YOU think about the Lark. When you turn the last page, you'll see a questionnaire.



NOW....YOU TELL US

Read the instructions, answer the questions, and send them in. Remember, when you do, you'll receive bonus Prize Points in the new Studebaker "Rise and Shine" sales campaign. You'll find complete details and mailing address right on the questionnaire. This is Jim Adams—for Studebaker—wishing you good luck and good selling.



GOOD LUCK.... GOOD SELLING

Questionnaire

Note: When you complete the questionnaire on the next three pages and send it in, you will receive a Prize Point Check for 500 Bonus Prize Points, after you have qualified under the campaign rules.

The questionnaire has three parts. Part I is on product information, Part II is on handling a variety of selling situations, and Part III is for your comments on Lark features and closing techniques.

Important: To qualify for the Bonus Prize Points, questionnaires must be submitted before midnight, July 15, 1959. Questionnaires submitted after that time will not earn Bonus Prize Points.

Mail your completed questionnaires directly to:

Studebaker Prize Headquarters
P. O. Box 154
Dayton 1, Ohio

Do not send your answers directly to Studebaker in South Bend. Your Prize Point Checks will only be delayed if you do so.

★ ★ ★ ★

Your Name _____

Your Home Address _____

City _____ Zone _____ State _____

Dealership _____

Part I—Product Questions

1. How long is the Lark Sedan? _____
2. How long is the Lark Station Wagon? _____
3. How many inches shorter is the Lark than the Ford? _____
4. How many inches shorter is the Lark than the Chevrolet? _____
5. What is the inside width of the Lark passenger compartment? _____
6. What is the inside width of the Ford passenger compartment? _____
7. What is the inside width of the Chevrolet passenger compartment? _____
8. How does the height of the Lark compare with the height of the Ford and Chevrolet? _____

9. How does the headroom available in the Lark compare with the headroom in the Ford and Chevrolet? _____
10. How does the legroom in the Lark compare with the legroom in the Ford and Chevrolet? _____

11. What is unusual about the Lark bumper bars? _____
12. What is advantageous about the Lark front and rear fenders? _____

13. What is the maximum horsepower of the six? _____ Of the V-8? _____
14. What do the Lark's variable rate coil springs mean to a customer? _____

15. What does the Twin Traction Differential mean to the customer? _____

16. What is the turning diameter of the Lark? _____
17. List 5 optional equipment features you try to sell _____

18. In what way are the brakes of the Lark superior to any other car on the market? _____

19. The Lark is available in 8 colors. What are they? _____

20. How does the recommended list price of the Studebaker $\frac{1}{2}$ -ton pickup compare with other makes? _____

Part II

How would you handle each of the following situations (in 50 words or less)?

1. The prospect says he wants to talk it over with his (or her) wife (or husband)._____

2. The prospect who says he doesn't want a demonstration ride—he just wants to know how much allowance he will get for his used car._____

3. The prospect who says he "wants to wait for the new model."_____

Part III

Your answers to the following questions will be helpful to Studebaker in future planning. Please answer fully, using additional sheets of paper, if necessary.

1. Which of the Lark's product features do *you* find are most appealing to your prospects? _____

2. What additional product features would *you* like to see incorporated in the Lark—features that would help you close more sales? _____

3. What closing technique (or techniques) work most effectively for you? _____



